

Use & Reproduction Guidelines

I. Background

EPA Green Power Communities (GPC) are cities, towns, and villages in which the local government, businesses, and residents collectively buy green power in amounts that meet or exceed EPA's GPC purchase requirements. To learn more about the initiative and how to enroll your community, visit www.epa.gov/greenpower/communities/index.htm.

The purpose of this document is to provide guidelines for correct use and display of EPA GPC road signs. This document also includes sign reproduction guidelines, should a community wish to reproduce signs for additional display within the boundaries of the municipality.

II. General Guidelines

Each community's municipal government is considered both the primary representative and the responsible entity for the proper maintenance, display, and reproduction of all GPC road signs. To uphold the integrity and brand identity of the EPA GPC road sign, EPA requires that GPC communities and their respective municipal governments use the road signs in conformance with the following standards and guidelines:

- EPA GPCs and their respective municipal governments must meet the Green Power Partnership's minimum requirements to receive and display GPC road signs.
- A community will receive two road signs from EPA upon meeting the minimum requirements of EPA's GPC initiative. Communities may reproduce up to 10 additional road signs, for a total of 12 signs, as long as the reproduction of the road signs meets the guidelines and requirements set forth in this document.
- Communities and their municipal governments must report to EPA the total number of GPC road signs reproduced and displayed within the municipal boundaries.

III. Correct Use of Green Power Community Signs

- Public display of GPC road signs is limited to the municipal boundaries of the partnering community.
- EPA will issue year stickers showing the most recent year (e.g., 2008) for which the community met the minimum requirements of EPA's GPC initiative.
- Communities must, upon receipt, place the current year sticker on all publicly displayed road signs.
- Communities may not reproduce, print, or reprint year stickers for their own use.
- Communities that choose to terminate their partnership with EPA, or those that fail to meet EPA's minimum green power purchase requirements, must remove all GPC road signs.
- Communities may not display GPC road signs in any manner that would imply EPA support of a company, its products, or its services.
- EPA reserves the right to change the terms of the GPC Road Sign Use Guidelines document and to limit or withdraw license to reproduce, post, or display road signs.
- Other organizations and EPA partners may not reproduce, duplicate, or display EPA GPC road signs.

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Welcome
to a
**Green Power
Community**

We exceed EPA
guidelines for buying
clean renewable energy



EPA Green Power Community Road Signs: Use & Reproduction Guidelines

IV. Inappropriate Use of Green Power Community Signs

- Partners or organizations may not alter, cut apart, separate, incorporate or distort the GPC Road Sign, or its layout, in perspective or appearance.
- Partners or organizations may not display GPC Road Signs in inappropriate locations that would imply EPA Green Power Partnership compliance or support of power generation sources, such as in front of a nonrenewable power supply or other generation plant.

V. Procedures for Violations of Sign Use

EPA oversees and enforces the proper use of the GPC road signs. The following explains the general course of action for addressing road sign use violations:

- EPA will first contact communities in writing or by telephone when they are found in violation of these guidelines and requirements.
- EPA will provide communities a reasonable amount of time to correct any errors or violations in complying with EPA's guidelines or requirements. The time frame will be dependent on the severity of the inappropriate use.
- EPA will check to ensure the community has corrected all errors and violations. Failure to make the needed changes can result in ending the community's partnership with EPA or legal action.

VI. Green Power Community Road Sign Specifications

The GPC road signs' specifications are:

- Dimensions: 24" x 30" (Dimensions may not be altered.)
- Aluminum
- 0.08-inch thickness
- Reflective sheeting* on sign
- Holes may only be drilled for mounting.
- PANTONE® color specifications for the 2 spot-colors; Pantone 287 (blue) and Pantone 144 (orange)
- The background is Pantone 287 (blue) screen tinted at 7 percent.

* EPA used Reflective 3M Scotchlite™ Engineer Grade Reflective Sheeting 3290 in producing its signs.

VII. Reproduction Standards

If your community wishes to reproduce additional road signs, please contact James Critchfield (critchfield.james@epa.gov) to receive a CD with high-resolution sign graphics. Please include your name, mailing address, and phone number as well as the total number of signs you wish to reproduce for your community. Communities may reproduce up to 10 additional road signs, for a total of up to 12 signs per community. Communities must reproduce GPC road signs to the exact specifications detailed in this document (see GPC Road Sign Specifications section or the digital print package included with the graphics files).



For additional information on EPA's GPC Road Signs or their appropriate use, please contact James Critchfield (critchfield.james@epa.gov) at (202) 343-9442.